

Fallbrook

Overview

Fallbrook is characterized by low-density, semi-rural residential and agricultural uses surrounding a well-defined village area (the Fallbrook Village). Existing commercial and industrial uses are concentrated within the Fallbrook Village – an area that has been the subject of successful revitalization efforts. The community wants to retain and continue to enhance its established commercial center, and therefore does not support property owner requests for new commercial development outside the Village area. There is a sufficient amount of commercially designated land to meet projected demand and staff supports the Planning Group position.

In terms of industrial uses, the existing industrial district is not large enough to allow for business growth and new business development. Although the Campus Park site, at the northeast corner of Interstate 15 and Highway 76, will accommodate some of the projected demand for industrial and office space, the Planning Group and staff recommend some expansion of the industrial district in the Village area.

Key Issues

Fallbrook Village Revitalization

- Considerable efforts have gone into the revitalization and continued success of the Fallbrook village area. The village area should continue to be the focus of commercial activities.
- New commercial designations should support and not compromise the goal of a successful commercial district in the village area.

Industrial and Employment Uses

- Currently, Fallbrook has a shortage of light industrial land to support business growth.
- The Campus Park site can help meet the need for new employment land, however additional lands may be needed if land designated for light industrial is used for other uses.

Fallbrook-Campus Park Special Study Area

- Staff is working on a plan alternative for the site of the former Hewlett-Packard Campus Park Specific Plan Area with land owners, and the Planning Group.

Planning Group Direction

- No new commercial that would compete with Village retailers
- Expand existing industrial area to the east, provided there is property owner support

**Additional Staff Analysis/
Recommendations**

- Staff supports Planning Group direction and the goals of the Fallbrook Economic Revitalization Plan.
- Staff recommends the Village Core Mixed Use designation, which allows specific zones in the Revitalization Plan. No new commercial lands have been added beyond the village area.
- Industrial has been expanded to the east of the existing district. The planning of Campus Park will be monitored to ensure enough light industrial or office lands are provided for Fallbrook.

**Planning Commission
Recommendations**

The Planning Commission concurs with staff's recommendations but has directed staff to continue to refine item numbers 12 and 13 with the property owners and Planning Group.

ERA Needs Analysis
(all numbers in gross acres)

	<i>Projected Demand</i>	<i>Existing General Plan</i>	<i>Surplus/ (Deficit)</i>	<i>Proposed General Plan</i>	<i>Surplus/ (Deficit)</i>
Commercial	117	261	144	303	186
Industrial	117	191	74	534*	417*
Office	40	43	3	34	(6)

* Includes Fallbrook-Campus Park Special Study Area (subject to change).

Note: All numbers are rounded to the nearest whole number.

Source: Economics Research Associates, County of San Diego

The map displays the following numbered locations:

- 1:** Planning Commission and Staff Concur (Solid circle)
- 2:** Planning Commission Position Differs from Staff (Dashed circle)
- 3:** Planning Commission Position Differs from Staff (Dashed circle)
- 4:** Planning Commission Position Differs from Staff (Dashed circle)
- 5:** Planning Commission Position Differs from Staff (Dashed circle)
- 6:** Planning Commission Position Differs from Staff (Dashed circle)
- 7:** Planning Commission Position Differs from Staff (Dashed circle)
- 8:** Planning Commission Position Differs from Staff (Dashed circle)
- 9:** Planning Commission Position Differs from Staff (Dashed circle)
- 10:** Planning Commission Position Differs from Staff (Dashed circle)
- 11:** Planning Commission Position Differs from Staff (Dashed circle)
- 12:** Planning Commission Position Differs from Staff (Dashed circle)
- 13:** Planning Commission Position Differs from Staff (Dashed circle)

Key districts labeled on the map include Fallbrook and Live Oak Park. The map also shows major roads like Mission Rd, Alvarado St, and various local streets. A legend in the top right corner provides the key for the numbered locations. An inset map shows the location of San Jose within California.

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<u>Staff</u> (C-5) Village Core Mixed Use <u>Planning Commission</u> Concur with staff	(C-5) Village Core Mixed Use	Multiple Ownerships – No recommendation submitted	<i>Total Area:</i> Approx. 300 acres <i>Current Use:</i> Mixed; primarily commercial <i>Existing GP:</i> (28) Fallbrook Village	<ul style="list-style-type: none"> The proposed change is intended to implement the Fallbrook Economic Revitalization Plan. The area currently has specialized zoning and a comprehensive plan for mixed-use development. This revision does not affect the allowed uses in the area.
2	<u>Staff</u> (C-5) Village Core Mixed Use <u>Planning Commission</u> Concur with staff	(C-5) Village Core Mixed Use	Fallbrook Village Zone 3 (Friends of Fallbrook Library)	<i>Total Area:</i> Less than 0.5 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (9) Residential	<ul style="list-style-type: none"> Compatible with surrounding land uses and community character – adjacent to current Fallbrook Village area and current Fallbrook library Would bring new library site into the Fallbrook Revitalization Area – allowing the development of new library without a Major Use Permit
3	<u>Staff</u> (I-1) Limited Impact Industrial <u>Planning Commission</u> Concur with staff	(I-1) Limited Impact Industrial	Industrial (Kesorovich) (VR-7.3; 10.9; or 14.5) Village Residential (Willhite)	<i>Total Area:</i> 20.42 acres <i>Current Use:</i> Residential/Undeveloped <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Same ownership, different requests Consistency with projected need – Fallbrook has an identified need for additional industrial acreage Compatibility with surrounding uses – adjacent to current industrial district Located along Mission Road Supported by Infrastructure

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4	<u>Staff</u> (VR-2) Village Residential <u>Planning Commission</u> Concur with staff	(VR-2) Village Residential	Commercial--no specific designation requested (Ramirez)	<i>Total Area:</i> 2.06 acres <i>Current Use:</i> Commercial (fruit stand) <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Commercial use is incompatible with surrounding uses and plans for the area Would be a 'spot' commercial designation
5	<u>Staff</u> (C-1) General Commercial <u>Planning Commission</u> Concur with staff	(C-1) General Commercial	Commercial--no specific designation requested (Grand Tradition)	<i>Total Area:</i> 8.33 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Compatibility with surrounding uses and community character – redesignation would allow for expansion of existing commercial use that is valued in the community Located in a Village area but outside the Fallbrook Village revitalization area
6	<u>Staff</u> (VR-2) Village Residential <u>Planning Commission</u> Concur with staff	(VR-2) Village Residential	Request for Commercial --no specific designation requested (Grand Tradition) Multiple Ownerships – No recommendation	<i>Total Area:</i> 5 parcels, all less than 0.5 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Parcels not currently in Grand Tradition ownership (adjacent to Grand Tradition property) Located on a major road (Mission Road) but access is not direct

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7	<u>Staff</u> (VR-2) Village Residential <u>Planning Commission</u> Concur with staff	(VR-2) Village Residential	(C-3) Neighborhood Commercial (Chedister)	<i>Total Area:</i> 1 acre <i>Current Use:</i> Undeveloped <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Property surrounded on all sides by major roads however access is very difficult due to Property owner recently granted a rezone and staff recommendation would be consistent with the rezone (RC – Residential Commercial)
8	<u>Staff</u> (SR-2) Semi-Rural residential <u>Planning Commission</u> Concur with staff	(SR-2) Semi-Rural residential	(C-4) Rural Commercial (Krum)	<i>Total Area:</i> 17 acres <i>Current Use:</i> Agricultural, Residential <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> Located outside the Village center area Existing residential and agricultural area Potential for incompatibilities with surrounding land uses and community character Environmental constraints (slope, creek) Requested use (winery, bed & breakfast, event area) can be accommodated through Major Use Permit process
9	<u>Staff</u> (SR-2) Semi-Rural residential <u>Planning Commission</u> Concur with staff	(SR-2) Semi-Rural residential	(C-1) General Commercial (Brown)	<i>Total Area:</i> 2 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> Located outside the Village center area Existing residential area Discourages strip commercial development – would encourage future expansion of isolated commercial parcels along South Mission Road

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	Staff / Planning Commission	CPG/CSG	Owner		
10	<u>Staff</u> (SR-2) Semi-Rural residential <u>Planning Commission</u> Concur with staff	(SR-2) Semi-Rural residential	(C-4) Rural Commercial (Simon)	<i>Total Area:</i> 9.2 acres <i>Current Use:</i> Undeveloped <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> • Located outside the Village center area • Existing residential and agricultural area • Would be a 'spot' commercial designation
11	<u>Staff</u> (SR-10) Semi-Rural residential <u>Planning Commission</u> Concur with staff	(SR-10) Semi-Rural residential	Commercial or higher-density residential (Stirnkorb)	<i>Total Area:</i> 8.75 acres <i>Current Use:</i> Undeveloped <i>Existing GP:</i> (1) Residential	<ul style="list-style-type: none"> • Located outside the Village center area • Does not recognize an existing use • Located on a major road – between I-15 and Highway 395 but has difficult access • Property has significant environmental constraints (slope)
12	<u>Staff</u> (SR-2) Semi-Rural residential <u>Planning Commission</u> Continue to work with property owner	(SR-2) Semi-Rural residential	Commercial or Mixed-Use (CW Clark)	<i>Total Area:</i> 34 acres <i>Current Use:</i> Undeveloped <i>Existing GP:</i> Specific Plan Area	<ul style="list-style-type: none"> • Located outside the Village center area • Does not recognize existing use • Located near the I-15 and Highway 76 although across the street from existing service station – a use that the planning group does not want to see expanded • Property has significant environmental constraints (slope) and is within the I-15 scenic corridor

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	Staff / Planning Commission	CPG/CSG	Owner		
13	<p><u>Staff</u> (SR-10) Semi-Rural Residential</p> <p>(RL-40) Rural Lands</p> <p><u>Planning Commission</u> Continue to work with property owner</p>	<p>(SR-10) Semi-Rural Residential</p> <p>(RL-40) Rural Lands</p>	<p>(C-1) General Commercial and (VR-) Village Residential</p> <p>(Pankey)</p>	<p><i>Total Area:</i> 62.47</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> Specific Plan Area</p>	<ul style="list-style-type: none"> • Located outside the Village center area • Does not recognize existing agricultural use • Parcel large enough to support commercial that could threaten viability of existing uses in the Fallbrook Village commercial area • Property has significant environmental constraints (slope and San Luis Rey river floodplain)